

ORDER



Orders
Order / Rev: 218247
Alt Order #: 06868726
Product Desc: 10/30-11/6 BARACK OBAMA
Estimate: 2264
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Greer Margolis & Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Obama For America (D)
Demographic: A35+
Product Codes: PL1
Priority: P3
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN13209
Agency External ID: IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	10	\$7,560.00	\$6,426.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	10	\$7,560.00	\$6,426.00	0.00
Totals	10	\$7,560.00	\$6,426.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	26%	\$7,560.00
Market	100%	\$29,076.92

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	19%	\$5,524.62
WGNT	14%	\$4,070.77
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	16%	\$4,652.31
WTVZ	11%	\$3,198.46
WVEC	14%	\$4,070.77

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/30/12	11/02/12	M-F 10-11a Millionaire	CM	10-11a	- TWTF - -	:30	1	\$20.00	P4	0.00	NM	1	\$20.00
VARIOUS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	- TWTF - -	1		\$20.00	0.00							
E 2	WVBT	10/30/12	11/02/12	M-F 3-4p Steve Wilkos	CM	3-4p	- TWTF - -	:30	1	\$60.00	P2	0.00	NM	1	\$60.00

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 Product Desc: 10/30-11/6 BARACK OBAMA
 Estimate: 2264

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					1	\$60.00		0.00			
E 3	WVBT	11/05/12	11/05/12	Mon Hour 1 Mon 8-9p	CM	8-9p	M- - - - -	:30	1	\$1,200.00	NA	0.00	NM	1	\$1,200.00
BONES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -					1	\$1,200.00		0.00			
E 4	WVBT	11/05/12	11/05/12	Mon Hour 2 Mon 9-10p	CM	9-10p	M- - - - -	:30	1	\$800.00	P3	0.00	NM	1	\$800.00
MOB DOCTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -					1	\$800.00		0.00			
E 5	WVBT	10/30/12	10/30/12	Tue Hour 1 Tue 8-9p	CM	8-9p	- T - - - -	:30	1	\$1,500.00	P2	0.00	NM	1	\$1,500.00
RAISING HOPE/BEN AND KATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- T - - - -					1	\$1,500.00		0.00			
E 6	WVBT	10/31/12	10/31/12	Wed Prime Other 1 Wed 8-10p	CM	8-10p	- - W - - -	:30	1	\$1,500.00	P2	0.00	NM	1	\$1,500.00
THE X FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - W - - -					1	\$1,500.00		0.00			
E 7	WVBT	11/01/12	11/01/12	Thur Hour 1 Thu 8-9p	CM	8-9p	- - - T - -	:30	1	\$1,500.00	P2	0.00	NM	1	\$1,500.00
THE X FACTOR RESULTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - T - -					1	\$1,500.00		0.00			
E 8	WVBT	11/04/12	11/04/12	Sun Hour 1 Sun 7-8p	CM	7-8p	- - - - - S	:30	1	\$900.00	P2	0.00	NM	1	\$900.00
THE SIMPSONS/CLEVELAND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S					1	\$900.00		0.00			
E 9	WVBT	11/05/12	11/05/12	M-F 10-11a Millionaire	CM	10-11a	M- - - - -	:30	1	\$20.00	P4	0.00	NM	1	\$20.00
VARIOUS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -					1	\$20.00		0.00			
E 10	WVBT	11/05/12	11/05/12	M-F 3-4p Steve Wilkos	CM	3-4p	M- - - - -	:30	1	\$60.00	P4	0.00	NM	1	\$60.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -					1	\$60.00		0.00			
													Totals	10	\$7,560.00